

... THE ...
KINETRADOGRAM.

A Weekly Record of Offers and Announcements
by the KINEMATOGRAF TRADING Co., Ltd.

HEAD OFFICES:

55-59, Shaftesbury Ave.,
London, W.

Telephones: 1620-1-2 Gerrard.

Telegrams: "Gramofilm, Telew,
London."

Telewriter: 227 Charing Cross.



AND AT

Metropole Buildings,
The Hayes,
Cardiff.

Telegrams: "Gramofilm, Cardiff."
Telephone: 4352 Cardiff.

No. 9.

Wednesday, February 26, 1913.

Published
Weekly

KINEGRAMS.

It may not be generally known by our London friends that our Offices are open all night on Wednesdays and Sundays for the receipt of films, and that a payment of 1s. is made to all operators bringing in their films on Wednesday and Sunday nights.

The choice of a suitable picture for Sunday use in those districts where there is a large element opposed altogether to the opening of electric theatres on Sunday is a matter of great difficulty, but there could hardly be any adverse opinion when a film such as the Ambrosio masterpiece "Bunyan's Pilgrim's Progress" is screened, and we can offer this for Sunday night's use at a specially inviting figure. Showmen interested should follow this up.

Mr. J. O. Maddock, of the Highams Park Electric Theatre, sends us a line of congratulation regarding the KINETRADOGRAM, and knowing his local reputation as a past master in the science of advertising, we appreciate his compliment at its full worth.

Meeting many showmen in the course of the day, I naturally get many and varied opinions on the matter of "Manufacturers as Retailers." Judging from these opinions, I anticipate a warm time in store for one of the opposing factions. Natural modesty forbids my saying which!

THE LOOKER-ON.

A SERMON—AND A MORAL.

We all know the motorist who cheerfully fills his petrol tank while puffing away at a cigar. He has a worthy relative in the young man of the Kinematograph who smokes cigarettes while he makes joins in a film. Both of them are children playing with edged tools.

Sooner or later comes the inevitable blaze; and it is just that thoughtless brand of person who under estimates the power of the fire fiend who loses his head in the moment of danger.

A healthy object-lesson for smoking operators is to take a few hundred feet of junk film, place it in a pail, and after carrying it into the open, drop a match into it. The terrifying result will bring home to them more clearly the results of a fire in the operating room, and will perhaps make them realise the nature of the spectre who continually hovers on the edge of their daily occupation.

Safety shutters and other devices for the safeguarding of the Operating Chamber tend to lull one into a sense of security, but the danger is none the less ever present. It wants a vivid imagination perhaps to picture your operating room enveloped in flame, but if the fellow at Mudville had that unpleasant experience last week, why shouldn't your turn come next?

There is a moral to this little homily, my masters! Ask yourself if you have taken proper and sufficient precautions to cope with the trouble when it does arise.

Is your projecting room properly equipped with fire extinguishers, and does your operator know how to use them? Are the extinguishers themselves of a kind that will work efficiently and promptly when required?

I have said sufficient to indicate that I have something to sell you, and if you have read so far you can surely spare the time to acquire details of the X.L.C.R. Fire Extingueur, for which we hold the sole authorised agency to the trade.

The action of this Extingueur is extremely simple. There is nothing to do but to take it from its support and turn it upside down. A flexible tube which is attached allows the stream of water (impregnated with carbonic acid gas) to be directed into the heart of the flame.

When you are impressing your operator with a due sense of caution by the setting fire of a pailful of junk film, you might just as well complete the object-lesson by directing the X.L.C.R. on the flames. Prompt action will save half the contents.

The Extingueur is refilled at a cost of less than sixpence, and can be used again and again—in fact, for an indefinite period. It forms the cheapest possible policy of insurance against fire.

The prices are as follow:—

To hold 10 pints.	Enamelled red	3s. 6d.
" 10 "	Copper	49s. 6d.
" 2 gallons.	Enamelled red	59s. 6d.
" 2 "	Copper	69s. 6d.

These prices include a wall bracket with each machine, and are subject to a discount of 5 per cent cash with order.

STAR FEATURES.

A Star feature is a film which having had a big reception when it was first released is being re-issued at fixed rates per week, new copies being purchased for this purpose. The problem of wear is solved by periodical cleaning, and the replacement of worn portions of film with new prints.

We welcome suggestions from readers for films to be included in this section.

Wiring No.		Maker.	Length Feet.	VACANT.
869	"UNCLE TOM'S CABIN"	Vita.	2400	Mar. 31st, week, £6

POSTERS.—Double crown, six-sheet and sixteen-sheet.

It will interest readers to know that we are having a special six-sheet poster made for "Uncle Tom's Cabin," our first "Star" feature. It depicts the death of Uncle Tom, with the vision of little Eva appearing to him, and will undoubtedly be a fine draw for this famous subject.

GAIETY FAVOURITES ON THE SCREEN.

Our announcements of the last few weeks in connection with THE ARGENTINE TANGO Dance Film have aroused wide interest among exhibitors, and a very large number of towns have already been booked.

The hire terms for the picture, which is about 550 feet in length, are £10 per week. This includes music specially written for the film.

Don't be deterred from booking this film because the price is higher than usual; remember, the names are sufficient guarantee of a draw, and will make a record week for your house when you bill it.

We are publishing two posters for the subject—a quad crown and a six-sheet, the latter from a drawing by Mr. Kinsella, the famous poster artist.

If you haven't booked yet give the matter five minutes' thought, and try to imagine your feelings on seeing the names of Mr. George Grossmith and Miss Phyllis Dare on your opposition theatre; this will make you "get busy."

2733	2734	2735	2736	2737	2738	2739	2740	2741	2742	2743	2744	2745	2746	2747	2748	2749	2750	2751	2752	2753	2754	2755	2756	2757	2758	2759	2760	2761	2762	2763	2764	2765	2766	2767	2768	2769	2770	2771	2772	2773	2774	2775	2776	2777	2778	2779	2780	2781	2782	2783	2784	2785	2786	2787	2788	2789	2790	2791	2792	2793	2794	2795	2796	2797	2798	2799	2800	2801	2802	2803	2804	2805	2806	2807	2808	2809	2810	2811	2812	2813	2814	2815	2816	2817	2818	2819	2820	2821	2822	2823	2824	2825	2826	2827	2828	2829	2830	2831	2832	2833																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																							
The Law of the West		The Secret of the Mine		A Life for a Life		Salome		The Secret of the Safe		As you like it		The Shaugbraun		The Devil's Daughter		At the Foot of the Scaffold		Undine		Nick Winter and the Ace of Clubs		The Smouldering Spark		The Merry Widow		On the Steps of the Throne		The Crooked Path		The Stolen Symphony		The Kerry Gow		The Stolen Treaty		The Panther's Prey		A Race for an Inheritance		At the Risk of her Life		The Woman in White		Kings of the Forest		Father		The Black Mask		The Mills of the Gods		Jess (Rider Haggard)		Nicholas Nickleby		The Tempest (Shakespeare)		The Three Comrades		Monte Cristo		The Massacre		Nick Winter & the Stolen Favourite		The Mine Owner		The Badminton Hunt		When Bacchus Reigns		Builders of the Empire		A Sister's Ordeal		The Broken Sword		Rip Van Winkle		All in Vain																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																											
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FEATURE FILMS—Continued.

Wiring No.	Name of Film.	Length ft.	Maker.	Re-leased.	Mch. 8	Mch. 6	Mch. 10	Mch. 13	Mch. 17	Mch. 20	Mch. 24	Mch. 27	Posters.
827	A High Stake	2663	Nor.	Nov. 23	30/-	30/-	30/-	—	—	—	30/-	30/-	6 sheet
829	Plot and Counterplot	2827	Cines	Nov. 23	30/-	30/-	—	30/-	30/-	30/-	30/-	30/-	8 sheet Q.C.
822	'Twist Life and Death	2000	Ambr.	Nov. 10	20/-	20/-	20/-	20/-	20/-	20/-	20/-	20/-	8 sheet
818	The Cry of the Children	2000	Than.	Nov. 9	—	20/-	20/-	20/-	20/-	20/-	20/-	20/-	6 sheet Q.C.
810	Under Two Flags	2000	Than.	Nov. 9	20/-	20/-	20/-	20/-	20/-	20/-	20/-	20/-	6 sheet Q.C.
803	The Bohemian Girl	3000	Rep.	Nov. 9	30/-	30/-	25/-	25/-	25/-	25/-	25/-	25/-	6 sheet
828	A Clown's Revenge	2352	Nor.	Nov. 9	30/-	30/-	30/-	30/-	30/-	30/-	30/-	30/-	6 sheet
820	Siegfried	2660	Ambr.	Nov. 4	25/-	25/-	25/-	25/-	25/-	25/-	20/-	20/-	8 sheet, 4 sheet
809	The Corkscrew Gang	2785	Gerr.	Nov. 3	30/-	30/-	25/-	25/-	25/-	25/-	25/-	25/-	8 sheet
817	His Lost Memory	2171	Nor.	Nov. 2	20/-	20/-	20/-	20/-	20/-	20/-	20/-	20/-	6 sheet
816	Fire at Sea	2216	Nor.	Oct. 27	20/-	20/-	20/-	20/-	20/-	20/-	17/6	17/6	6 sheet, 8 sheet
783	Oliver Twist	3700	Hep.	Oct. 24	40/-	40/-	40/-	40/-	35/-	35/-	35/-	35/-	6 sheet
787	The Pilgrim's Progress	3500	Ambr.	Oct. 13	45/-	45/-	45/-	45/-	40/-	40/-	40/-	40/-	8 sheet
814	The Wheel of Fate	2148	Nor.	Oct. 6	15/-	15/-	15/-	15/-	15/-	15/-	15/-	15/-	6 sheet
799	The Fatal Ring	3000	Gau.	Oct. 6	—	—	25/-	25/-	25/-	25/-	25/-	25/-	4 sheet
798	The French Spy	2900	Vita.	Oct. 3	—	25/-	25/-	25/-	25/-	25/-	25/-	25/-	8 sheet Q.C.
785	Dr. Gar-el-Hama	2000	Nor.	Oct. 3	25/-	25/-	25/-	25/-	25/-	25/-	25/-	25/-	6 sheet
796	Prisoner of War	1000	Edison	Sept. 21	7/6	7/6	7/6	7/6	7/6	7/6	5/-	5/-	Q.C.
782	Governor's Daughter	2600	Nor.	—	25/-	25/-	25/-	25/-	25/-	25/-	20/-	20/-	6 sheet
770	When Love Dies	2350	Nor.	—	20/-	20/-	20/-	20/-	20/-	20/-	20/-	20/-	—
773	The Black Chancellor	3000	Nor.	—	25/-	25/-	25/-	25/-	25/-	25/-	20/-	20/-	—
554	Dick Turpin, Nos. 1 and 2	2420	B. & C	—	10/-	10/-	7/6	7/6	7/6	7/6	7/6	7/6	—
589	Tale of Two Cities	3034	Vita.	—	25/-	25/-	25/-	25/-	25/-	25/-	25/-	25/-	—
592	Back to Primitive	1000	Selig	—	5/-	5/-	5/-	5/-	5/-	5/-	5/-	5/-	Q.C.
594	Still Alarm	1000	Selig	—	5/-	5/-	5/-	5/-	5/-	5/-	5/-	5/-	Q.C.
619	Captain Kate	1000	Selig	—	5/-	5/-	5/-	5/-	5/-	5/-	5/-	5/-	—
700	Aeroplane Elopement	1010	Vita.	—	5/-	5/-	5/-	5/-	5/-	5/-	5/-	5/-	8 sheet Q.C.
804	Leap to Death	2800	Cosmo.	Oct. 27	25/-	25/-	25/-	25/-	25/-	25/-	20/-	20/-	6 sheet 8 Q.C.
815	Charge of the Light Brigade	1025	Edison	Oct. 25	20/-	20/-	20/-	20/-	20/-	20/-	15/-	15/-	6 sheet
808	The Flooded Mine	2160	Claren.	Oct. 27	20/-	20/-	20/-	20/-	20/-	20/-	20/-	20/-	6 sheet Q.C.
807	The Greed for Gold	3145	Pathé	Oct. 26	30/-	30/-	30/-	30/-	30/-	30/-	25/-	25/-	—

EXCLUSIVES.

Name of Film.	Length.	Mar. 3	Mar. 6	Mar. 10	Mar. 13	Mar. 17	Mar. 20	Mar. 24	Mar. 27	Posters.
The Argentine Tango ...	550 ft.	—	—	100/-	100/-	100/-	100/-	100/-	100/-	6 sheet Q.C.
Lolotte (Cafe Chantant Singer) ...	2,000 ft.	40/-	40/-	40/-	40/-	40/-	40/-	40/-	40/-	6 sheet Q.C.
The Boy Scout Hero ...	2,000 ft.	60/-	60/-	60/-	60/-	60/-	60/-	60/-	60/-	Q.C.
Once Upon a Time (Col. Series) ...	1,100 ft.	30/-	30/-	30/-	30/-	30/-	30/-	30/-	30/-	Q.C., 4 sh., 8 sh.
Black Panther ...	3,000 ft.	60/-	60/-	60/-	60/-	60/-	60/-	60/-	60/-	D.C., 4 sh., 16 sh.
Dante's Inferno (Helios) ...	1,100 ft.	40/-	40/-	40/-	40/-	40/-	40/-	40/-	40/-	6 sheet
Daughter's Sacrifice ...	1,500 ft.	—	40/-	40/-	40/-	40/-	40/-	40/-	40/-	6 sheet
Only a Jew ...	1,500 ft.	40/-	40/-	40/-	40/-	40/-	40/-	40/-	40/-	6 sheet, 12 sheet
Black Blood... ..	3,000 ft.	40/-	40/-	40/-	40/-	40/-	40/-	40/-	40/-	Q.C., 6 sheet
The Ring That Binds ...	3,000 ft.	40/-	40/-	40/-	40/-	40/-	40/-	40/-	40/-	Q.C., 12 sheet
Drummed Out ...	2,500 ft.	20/-	20/-	20/-	20/-	20/-	20/-	20/-	20/-	6 sheet
Thro' Trials to Victory ...	2,500 ft.	20/-	20/-	20/-	20/-	20/-	20/-	20/-	20/-	6 sheet
The Rights of Youth ...	2,500 ft.	20/-	20/-	20/-	20/-	20/-	20/-	20/-	20/-	6 sheet

REVIEW OF EXCLUSIVES HERE AT 10.30 a.m. EVERY TUESDAY.

LATEST PURCHASES.

"A WOMAN'S HONOUR."

Dansk.

Length 2,400 feet.

Released March 13th.

This is a story of a happy young couple and a false friend who come between. Despite the young wife's fidelity to her husband, he discovers her in a compromising situation due to his friend's persistent intentions.

Thrown on her own resources, she seeks an engagement at the music hall, and shortly after Captain Trenton sees her name in print as one of the artists at a special performance. Something he cannot explain draws him to the theatre, which he enters while the auditorium is in darkness. This prevents him at first from observing that his erstwhile friend, Lieutenant Hudson, is the occupant of the adjoining box. When the lights come up and he discovers this, a quarrel ensues between the two men, who are only separated after some difficulty. Meanwhile Hudson has sent round a note to Mrs. Trenton intimating his intention of meeting her after the performance. Determined to put an end to this persecution, she surveys the theatre from a peep-hole in the curtain and shoots Hudson dead. She drops the weapon, and shortly after Captain Trenton, who has come on the stage in order to prevent her appearance, finds and picks it up. He is discovered in this incriminating position and arrested. His wife, however, confesses to the deed and the two are put on trial.

They are acquitted, however, and the reconciliation that ensues forms a pleasing ending to this emotional drama.

"ESCAPE OF THE WHITE GLOVE GANG."

Gaumont.

Length 2,500 feet.

Released March 23rd.

This is the third of the famous "Iron Hand" series, which have attained such well-merited success, and is if anything an improvement on its predecessors. The succession of exciting incidents warrants a prediction of its success when it is screened.

First vacancy, March 27th. 3 days, £6 10s.

"THE CARD SHARPERS."

Cines.

Length 2,056 feet.

Released March 5th.

A strong human story of the gaming table, showing a woman's devotion and self-sacrifice. Emphatically a film to book.

First vacancy, March 13th. 3 days, £4.

"THE STOLEN JEWELS."

General.

Length 1,950 feet.

Released April 3rd.

An exciting detective story in which an apparently damning piece of evidence is proved purely circumstantial in true Sherlock Holmes style.

First vacancy, April 7th. The week, £10.

"THE SACRIFICE."

Nordisk.

Length 2,772 feet.

Released March 16th.

"Greater love hath no man than this, than he lay down his life for his friend." The above theme has been employed as a base on which the writer has constructed this story. It tells how a few words of sympathy turned a feeling of hate into one of love—an enemy into a friend, and resulted in the greatest sacrifice of all.

First vacancy, March 24th. The week, £11 10s.